

press release

Bologna, 6 February 2024

Hera Group: over 1 million new electricity customers as of 1 July

With the 7 lots awarded in the tender for the Gradual Protection Service for non-vulnerable household customers, the Hera Group consolidates its position as the sector's third largest operator in Italy.

Today, the Hera Group, through its subsidiary Hera Comm, was definitively awarded 7 lots (the maximum number allowed, out of the 26 into which the country is divided) in the national tender called by the Single Purchaser for the Gradual Protection Service for non-vulnerable household customers.

This achievement will lead to the acquisition of more than 1 million new electricity customers, spread over 37 provinces of Italy, who will become part of the Group's portfolio as of 1 July 2024. It also marks a significant step towards the target set out in the Business Plan to 2027. More specifically, Hera will strengthen its presence in several regions: Emilia-Romagna, Veneto, Friuli Venezia Giulia, Marche, Tuscany, Abruzzo, Lazio, Umbria, Liguria, Piedmont, Lombardy and Campania. The Group has thus additionally consolidated its position as the country's third largest operator in this sector, confirming itself as a key player on the national energy market.

Cristian Fabbri, Executive Chairman of the Hera Group:

"This result represents yet another milestone in the expansion of our commercial services, and an important element of the Business Plan we recently presented. The consolidated experience we have gained in over twenty years working in the energy sector allows us to offer these new customers all the professionalism of our commercial structures, strongly rooted in most of the provinces assigned by this tender. We have always been committed to providing quality services, along with innovative and sustainable solutions to meet the needs of our customers, both residential and business, accompanying them along the path to decarbonisation and making their consumption more efficient."

The result of considerable experience in the sector and significant industrial synergies

The Hera Group won 7 lots in the Gradual Protection Service by leveraging the experience previously gained in managing these services and its substantial industrial synergies. The new customers in the Gradual Protection Service will be able to rely on the Hera Group's consolidated expertise in offering cutting-edge solutions in the energy sector and numerous contact channels, starting from over 200 customer helpdesks located throughout the country, which represent a point of reference to which they can turn for any request, concerning both supplies (gas and electricity) and value-added services (energy saving, sustainable mobility, solutions for businesses). For Hera, focussing

on customer and local roots is fundamental: relations with local communities are, in fact, one of the company's strengths. In addition to its physical network of helpdesks where customers can request free in-depth energy advice, the Hera Group also offers dedicated call centres, a web platform and an App that allow customers to manage their supplies from the comfort of their own homes and find solutions to make their consumption more sustainable.

*“Already today, we guarantee that our customers receive certified renewable electricity and ensure that greenhouse gas emissions resulting from natural gas consumption are offset”, adds **Isabella Malagoli, CEO of Hera Comm.** “We will continue to develop new value-added offers and services for energy saving, digital solutions and innovative technologies, with the aim of increasingly customising our customers’ experience, contributing to sustainable growth in this sector and the country’s energy transition.”*

Other tenders awarded

The 7 lots awarded in the Gradual Protection Service for non-vulnerable domestic customers in the electricity market come alongside other tenders recently won by the Hera Group, once again through its subsidiary Hera Comm, in sectors including gas (last resort supply service, default distribution service and Consip GAS15bis tender for supplying Public Administrations) and electricity (Consip EE21 tender for supplying PAs, Gradual Protection Service for small businesses from 1 July 2021 to 30 June 2024, safeguarded service for 2023-2024, Gradual Protection Service for micro-enterprises from 1 April 2023 to 31 March 2027). The Hera Group is the only operator that currently manages all last resort services for end customers in the gas and electricity markets.